



IDAHO COMMISSION FOR LIBRARIES

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Strategic Plan 2007 – 2010

Vision:

Idaho libraries are the nexus of global information, innovative services and community that sustains our history, empowers our present and creates our future.

Mission:

The Idaho Commission for Libraries assists libraries to build the capacity to better serve their clientele.

Values:

Library Ideals: We believe libraries exist for the public good. They are essential to literacy and informed citizens in a democratic society. We affirm intellectual freedom, life-long learning, customer privacy, and public access to information.

Customer Service: We deliver high quality customer service to internal and external customers.

Relationships: We achieve organizational effectiveness through mutual support, trust, value, and respect.

Collaboration: We accomplish goals using shared leadership, teamwork and consensus.

Learning Organization: We continuously improve services by creating, gathering, and transferring information and modifying behaviors to reflect new knowledge and insights.

Strategies:

Advocacy
Collaboration
Communication
Consulting
Continuing Education

Grants
Marketing
Research, Planning &
Development

Strategic Issues

- I. How do Idaho libraries strategically position themselves to actively create and embrace the future?

External Factors

Major changes have occurred over the last 20 years in all areas of information services. The initial technology explosion is in the past. Rapid change is now a constant and even more dramatic change is predicted. The profiles of our users and potential users have changed drastically. Preschoolers are computer literate and seniors love communicating via e-mail. These were predictions of the future not that long ago; now they are the facts of everyday life.

If librarians are interested in providing library services to these rapidly changing generations in the future, we must take action now. Library staff and governing bodies must work on learning foresight: a skill that enables us to anticipate many of the risks and most importantly the opportunities. We need to understand current trends and their possible consequences while considering the variety of options we have for achieving our goals. We cannot wait for proof of what lies ahead or how things are going to develop. The tools are out there to help us better serve all of our clientele if we have the skill to listen to what the future has to tell us.

Goals:

- A. Libraries incorporate the 2020 Vision in their strategic planning.
 1. Objective: Develop events to keep the Idaho library community engaged with the future.
 2. Objective: Identify and make available strategic planning training opportunities.
- B. Library leaders dedicate time to shape the future.
 1. Objective: Identify and make available leadership training opportunities.
 2. Objective: Generate and share innovative ideas.
- C. Awareness and understanding of the disparate ways information is accessed and processed creates valued services.
 1. Objective: Develop events to keep the Idaho library community engaged with the emerging trends in information access.
 2. Objective: Develop, coordinate, provide and support programs and services to meet the needs of different populations.

II. How do Idaho libraries develop and sustain services valued by digital natives?

External Factors

Digital natives are those who have grown up with digital technology beginning in the last decades of the 20th century. Computers, video games and cams, the Internet as well as the wide variety of cell phones have been common everyday toys and tools in their lives since infancy. These natives of the digital age are low users of current library services. To make library services useful to this and succeeding generations, we must study their information needs and discover ways to meet them. Failure to reach and serve digital natives and the generations that follow them may well make libraries obsolete.

Goals:

A. Libraries embrace and enhance digital natives' approach to information.

1. Objective: Create events targeted to the needs of digital natives.
2. Objective: Advance the development and expansion of libraries' web presence.
3. Objective: Identify and promote information technologies.

III. How do Idaho libraries create and promote a vital identity?

External Factors

Stereotypes of libraries and librarians hamper our ability to deliver good library services. We have years of misconceptions to overcome. We want libraries to be recognized as an essential part of education. Increased communication and interaction among all types of libraries is needed to best meet citizens' diverse needs. To most citizens a library is a library is a library. We do not want cookie-cutter libraries. We know communities are different and need different services.

The preferred future vision says that "Idaho libraries in 2020 are strongly branded, so that when people in Idaho think of libraries they think of dynamic places of passion and opportunity." Without a vital identity, libraries may face disappearance in the future.

Goals:

A. Libraries flourish as a central place in a learning society.

1. Objective: Develop, coordinate, provide and support reading and literacy programs and services.

2. Objective: Provide and support access to information.
3. Objective: Provide professional development opportunities and training in multiple formats.

B. The citizens of Idaho identify their libraries as vital.

1. Objective: Raise awareness about libraries.
2. Objective: Survey and evaluate library programs and services.

IV. How do Idaho libraries sustain an infrastructure that provides for services in an atmosphere of innovation and change?

External Factors

Quality library services are the basis for a good reputation and the foundation for building the services of the future. Library staff and governing boards must deal with the demands of the present so we can position ourselves for the future. To do this successfully, the underlying base of the library organization needs to be strong and healthy. At the 2020 Vision Think Tank, Gregory Raymond said, “It is important to keep in mind that we need to look at both continuity and change. When people examine the future we tend to look around the corner and emphasize what will be different. But in fact not everything changes.” The challenge is in making sure the continuity provides us something strong upon which to build the future. There needs to be more than a tolerance for change. Failure to anticipate and embrace change will weaken current services and doom those of the future.

Goals:

A. Libraries thrive in an environment that encourages innovation, risk and change.

1. Objective: Utilize members of the library community to develop statewide programs and services.
2. Objective: Encourage libraries to develop and deliver innovative programs or services.

B. Libraries’ infrastructures empower service development and delivery.

1. Objective: Maintain, revise, and develop opportunities for basic services.
2. Objective: Provide training for statewide programs and services.
3. Objective: Promote and encourage resource sharing.

4. Objective: Promote and encourage access to information and library services.
5. Objective: Coordinate and support initiatives that improve library services.
6. Objective: Hone and vitalize library organizational structure.

C. Leaders inspire passionate commitment to libraries.

1. Objective: Promote and support outreach projects that require partnership.
2. Objective: Encourage staff to serve on library association and community boards and committees.
3. Objective: Identify and make available leadership training opportunities.
4. Objective: Raise awareness of libraries with opinion leaders.
5. Objective: Promote and present library programs and services.

Measuring Success and Effectiveness:

ICFL will judge success and progress towards the goals by tracking the following:

- LiLI Databases Sessions/Logins
- LiLI Databases Full Text Views
- Talking Book Service Patrons
- Talking Book Service Circulations
- Attendance at Public Libraries
- Continuing Library Education
 - Events Sponsored/Participants
- E-Course Completions

Performance Measures with Benchmarks:

1. % of Idaho citizens who identify libraries as important

Benchmark: 90%

Explanation: The 17th *Annual Idaho Public Policy Survey, 2006* conducted by Boise State University finds 97.5% of Idaho citizens identifying libraries as important. <http://ppa.boisestate.edu/ssrc/>

Long Overdue: A Fresh Look at Public and Leadership Attitudes About LIBRARIES in the 21st Century indicates nearly half the sampling graded

libraries with an “A,” the highest for any of the community institutions covered in the survey. <http://www.lff.org/documents/LongOverdue.pdf>

2. % increase in interlibrary loans through LiLI Unlimited

Benchmark: 2% annual increase

Explanation: Expectations are based upon the increase in Idaho libraries' interlibrary loan statistics.

Baseline: Figures available August 2006 for July 2005-June 2006 (FY06), the first complete fiscal year of the program.

3. % increase in LiLI Unlimited participating libraries

Benchmark: 5% annual increase

Explanation: Now that the phased implementation of the program has ended, we will be encouraging membership of those libraries who, for a variety of reasons, chose not to join during the start-up period.

Baseline: 57 libraries as of June 30, 2005 (FY05).

4. % increase in registrations at summer reading programs

Benchmark: 10% annual increase

Explanation: Reasonable expectations are based upon Idaho statistics and the staffing capabilities at the local public libraries.

Baseline: 27,632 registrations for the summer of 2004.

5. Value of the LiLI Database licenses if purchased individually by all libraries compared to actual cost

Benchmark: $V > A$

Explanation: To remain a viable service, the value (V) of the database licenses if purchased individually by all libraries needs to be greater than the actual cost (A). LiLI-D contract runs January-December.